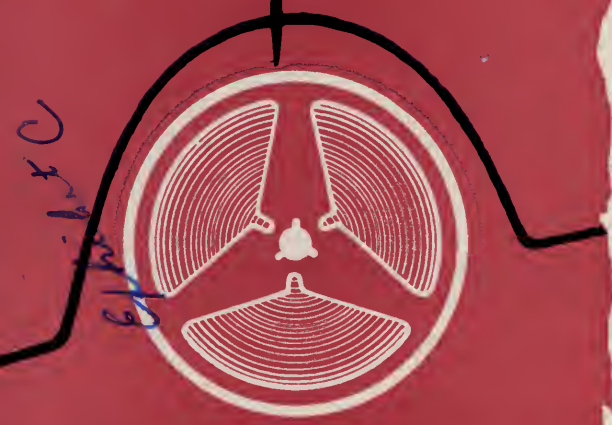


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NAB

TAPE NETWORK



NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS JANUARY 1952



this is the **NAEB** **TAPE NETWORK**

WHAT IS THE NAEB TAPE NETWORK?

The NAEB Tape Network is a cooperative organization devoted to the dissemination of outstanding radio programs. It is operated by the National Association of Educational Broadcasters for its member stations, which are owned by educational institutions, municipalities, and other public service agencies. It provides for the mutual exchange of the best programs of its member stations and procures and distributes programs from other agencies engaged in the production of radio programs of serious purpose and mature content.

An exchange network service has long been considered and discussed by educational broadcasters. The NAEB Tape Network began in January of 1950 when the manager of New York City's municipal station WNYC, Mr. Seymour N. Siegel, offered to a limited group of stations a tape recorded program series titled, **We Human Beings**. The growth of the idea was phenomenal. The WNYC staff did a Herculean task in starting the tape network. Within six months it had grown from a hopeful dream to an efficient exchange service supplying 35 stations. However, the manifold problems of finances, personnel, and time became increasingly acute. An offer to assume custodianship of the network was made by the Division of Communications of the University of Illinois. In January, 1951, headquarters for the operation was moved to the Illinois campus. In the months that followed, the network grew to 62 participating stations. The schedule expanded to seven program hours per week.

The NAEB Tape Network is predicated on the simple belief that the use of radio exclusively for entertainment and the selling of merchandise is a

serious waste of a major national resource. In addition to these uses, radio broadcasting is capable of being an important instrument in the dissemination of information, opinion, discussion, and interpretation essential to the solving of today's complex problems. Radio can also provide, and on a vast scale, meaningful cultural experiences. To this kind of radio broadcasting, the NAEB is dedicated.

HOW DOES THE NETWORK OPERATE?

To date, programs used have been produced by member stations, the British Broadcasting Corporation, the Canadian Broadcasting Corporation, the Cooper Union, the Twentieth Century Fund, the Lowell Institute, the Rocky Mountain Radio Council, commercial stations and networks, university sponsored conferences and symposia, and various public service institutions. The programs are selected by a program committee composed of representatives of member stations in various parts of the country.

The programs are assembled at network headquarters, where they are checked, edited, and made ready for duplication. Twelve copies are then made of each program. As the name implies, the entire operation is carried on through the magic of magnetic tape. The copies are "bicycled" around twelve geographical "legs," each made up of five or six stations. Early in 1952, the network will have a duplicating machine capable of reproducing ten copies of a program per run-through, and at fast speed. This mass duplication will permit the discontinuing of the time-consuming bicycling technique. A copy of each program will be made for every station, permitting a vastly expanded and accelerated operation.

Before the processing of the tapes begins, the stations are advised of what will be available and are supplied with complete information about the programs. A tentative schedule is suggested, and it is modified into the final broadcast schedule on the basis of acceptance by the stations. The individual stations are free to accept or reject programs on whatever basis they choose. There is no option time and no restriction or pressure on the stations in the use of available programs. On this purely voluntary basis, acceptance and use of network programs reaches a significant figure. Apart from specialized series designed for a certain seg-

ment of member stations, and offered on a limited basis, upwards of 90% of the stations use any given series of programs. This is indeed remarkable considering that educational stations are rather severely limited in air time, and the inclusion of an hour-long program in the schedule is a major task.

The tape network is governed by its member stations, since it is responsible to the board of directors of the NAEB, which is elected annually by representatives of the stations.

WHO PAYS FOR THIS NETWORK SERVICE?

When the network was launched it was anticipated that it would be mutually supported by the member stations. While this is a sound and independent plan, it quickly became apparent that some outside help would be needed during the formative period. In June, 1951, it was announced that the W. K. Kellogg Foundation, of Battle Creek, Michigan, had made a generous grant to the NAEB for the general purpose of stimulating, expanding and improving educational broadcasting. Included in the grant were funds to assist in the establishing of an educational network. Funds for the first year provided the necessary equipment to operate such an enterprise, and an adequate operating budget. In the three succeeding years a diminishing proportion of the annual operating budget is provided. During this period the member stations assume an increasing share of this cost. Beginning with the fifth year, the membership undertakes full financial responsibility.

From estimates possible at this time, it seems certain that member stations will be able to obtain top-quality programs at a per-program-hour cost significantly lower than for any other acceptable programming. They will receive outstanding programs which would be unobtainable on an individual station basis. By incorporating the ready-made network offerings into their program schedules, the individual stations can devote a greater amount of their precious time and money to their own productions. The net result will be a major improvement in the scope, variety, and quality of educational programs.

THE RECORD!

Since January, 1950, the network has distributed 30 regular series containing 297 individual programs and totaling 224½ program hours. Of the 30 series, 9 have been music for a total of 94 hours. Four series and 37 hours have been cultural drama. There has been one series of children's programs, 6½ hours. Forums, discussions, and talks account for 10 series and 64¾ hours. Documentary type programs covering a wide variety of subjects were presented in 6 series and 22¼ hours.

SERIES

I	We Human Beings.....
II	A Long Life.....
III	Cooper Union Forum: Great Themes in the Great Hall.....
IV	Sesquicentennial Concerts of the U.S. Army Band.....
V	Music for the Connoisseur.....
VI	Canadian Concerts.....
VII	BBC World Theatre.....
VIII	The Human Adventure.....
IX	Readers Almanac.....
X	Cooper Union Forum: Ideas & Their Communication.....
51-1	Los Angeles County Museum Chamber Music.....
51-2	Cooper Union Forum: America in Crisis.....
51-3	Music for the Connoisseur.....
51-4	Cooper Union Forum: Women.....
51-5	Nature of the Universe.....
51-6	New World of Atomic Energy.....
51-A	Payne Award-Winning Play.....
51-B	New Republic Panel: TV & Education.....
51-7	Music for the Connoisseur.....
51-8	BBC World Theatre.....
51-9	The People Act.....
51-10	Stories 'n Stuff.....
51-11	Festival Concerts.....
51-12	International Visitor.....
51-13	Masterworks Story.....
51-14	America and the World.....
51-15	Bligh of the Bounty.....
51-16	U.S. Army Band Concerts.....
51-C	American TV Society Forum: Televising Trials & Hear.....
51-D	Crossing on the Troop Ship "General Patch".....

In addition to the regular program series, the network has distributed three "dated" series, which were given special handling because of their immediacy. Included were the provocative forum conducted by the New York *Herald Tribune*, and the **Fourth Annual Conference of Businessmen and Educators** held under the auspices of the Babcock Institute. The third special series is the venerable **University of Chicago Round Table**, which is distributed weekly, on a continuing basis, to more than thirty stations.

NO. OF STATIONS USING	NUMBER OF PROGRAMS	TIME OF EACH PROGRAM	TOTAL NO. OF HOURS
12	7	:30	3:30
17	10	:30	5:00
13	12	1:00	12:00
11	7	1:00	7:00
15	13	1:00	13:00
11	11	:30	5:30
21	13	1:30	19:30
20	8	:30	4:00
8	13	:30	6:30
19	10	1:00	10:00
9	13	1:15	16:15
27	9	1:00	9:00
34	13	1:00	13:00
27	12	1:00	12:00
38	8	:30	4:00
34	11	:15	2:45
43	1	:30	:30
43	1	:30	:30
62	13	1:00	13:00
61	13	1:00	13:00
62	13	1:00	6:30
63	13	:30	6:30
62	13	1:00	13:00
61	13	:15	3:15
62	13	:15	3:15
61	13	:30	6:30
60	8	:30	4:00
60	10	1:00	10:00
ings 60	2	:30	1:00
60	1	:30	:30

A GLIMPSE AT THE FUTURE

Educational broadcasters feel a modest pride in the quantity, the diversity of subject matter, and the quality of the material distributed by the network. They feel intense enthusiasm for the future. The network is currently being organized on a permanent, business-like basis. When this organization is accomplished and the headquarters is completely equipped, it will be possible to expand the schedule to as much as 500 hours of programming per year. A constant search is carried on to find new sources of meaningful program material.

A stimulating prospect for the future is exemplified by the recent grant to the NAEB by the Adult Education Fund of the Ford Foundation, for the purpose of producing four series of programs. On a scale hitherto impossible, people with extensive experience in both education and broadcasting will have the opportunity to bring together outstanding subject-matter experts and the finest radio writers and producers. The programs will be authoritative in content and as suitable to the medium of radio as the best talent can make them. They will be heard on the NAEB Tape Network.

In time for the second semester of the 1951-52 school year, the network will begin the distribution of programs specifically designed for in-school listening. The wide use of radio for classroom instruction indicates that this undertaking will be a major step forward in the network's service.

The National Association of Educational Broadcasters is hopeful that its network will continue to grow and enlarge its position as the chief source, in the United States, of mature, intelligent, and provocative radio programs.

ALABAMA

WUOA (FM)
University of Alabama
Tuscaloosa

CALIFORNIA

KCVN (FM)
College of the Pacific
Stockton
KUSC (FM)
University of Southern
California
Los Angeles

FLORIDA

WTHS (FM)
Division of Vocational
Education
Miami

GEORGIA

WABE (FM)
Board of Education
Atlanta

ILLINOIS

WBEZ (FM)
Board of Education
Chicago
WEPS (FM)
Board of Education
Elgin
WILL (AM)
University of Illinois
Urbana
WIUC (FM)
University of Illinois
Urbana
WNUR (FM)
Northwestern University
Evanston

INDIANA

WBAA (AM)
Purdue University
Lafayette
WEVC (FM)
Evansville College
Evansville
WFIU (FM)
Indiana University
Bloomington
WGRE (FM)
DePauw University
Greencastle
WNAS (FM)
School — City of New Albany
New Albany

WVSH (FM)
School — City of Huntington
Huntington

WWHI (FM)
Wilson Junior High School
Muncie

IOWA

KDPS
Public Schools
Des Moines
KSUI (FM)
State University of Iowa
Iowa City
KWAR (FM)
Wartburg College
Waverly
KWLC (AM)
Luther College
Decorah
WOI (AM)
Iowa State College
Ames
WOI (FM)
Iowa State College
Ames
WSUI (AM)
State University of Iowa
Iowa City

KANSAS

KANU (FM)
University of Kansas
Lawrence
KFKU (AM)
University of Kansas
Lawrence
KMUW (FM)
University of Wichita
Wichita
KSAC (AM)
Kansas State College
Manhattan
KSDB (FM)
Kansas State College
Manhattan

KENTUCKY

WBKY (FM)
University of Kentucky
Lexington
WFPL (FM)
Louisville Free
Public Library
Louisville

LOUISIANA

WLSU (FM)
Louisiana State University
Baton Rouge

MASSACHUSETTS

WBUR (FM)
Boston University
Boston
WGBH (FM)
Lawell Institute
Boston

MICHIGAN

WDTR (FM)
Board of Education
Detroit
WKAR (AM)
Michigan State College
East Lansing
WKAR (FM)
Michigan State College
East Lansing
WMCR (FM)
Western Michigan College
Kalamazoo
WUOM (FM)
University of Michigan
Ann Arbor

MINNESOTA

KUOM (AM)
University of Minnesota
Minneapolis
WCAL (AM)
St. Olaf College
Northfield

MISSISSIPPI

WMMI (FM)
Meridian Municipal
Junior College
Meridian

MISSOURI

KSLH (FM)
Board of Education
St. Louis

NEW JERSEY

WBGO (FM)
Board of Education
Newark
WSOU (FM)
Seatan Hall College
South Orange

NEW YORK

WAER (FM)
Syracuse University
Syracuse
WNYC (AM)
Municipal Broadcasting
System
New York City
WNYC (FM)
Municipal Broadcasting
System
New York City
WSHS (FM)
Board of Education
Floral Park

NORTH CAROLINA

WGPS (FM)
Board of Trustees
Greensboro

NORTH DAKOTA

KFJM (AM)
University of North Dakota
Grand Forks

OHIO

WKSU (FM)
Kent State University
Kent
WMUB (FM)
Miami University
Oxford
WOSU (AM)
Ohio State University
Columbus
WOSU (FM)
Ohio State University
Columbus
WTDS (FM)
Board of Education
Taleado

OKLAHOMA

KWGS (FM)
University of Tulsa
Tulsa
WNAD (AM)
University of Oklahoma
Norman
WNAD (FM)
University of Oklahoma
Norman

OREGON

KBPS (AM)
Portland Public Schools
Portland
KOAC (AM)
Oregon State College
Corvallis
KWAX (FM)
University of Oregon
Eugene

PENNSYLVANIA

WDUQ (FM)
Duquesne University
Pittsburgh
WSAJ (AM)
Grove City College
Grove City
WUSV (FM)
University of Scranton
Scranton

SOUTH DAKOTA

KUSD (AM)
University of South Dakota
Vermillion

TENNESSEE

WUOT (FM)
University of Tennessee
Knoxville

WASHINGTON

KUOW (FM)
University of Washington
Seattle
KWSC (AM)
State College of Washington
Pullman

WISCONSIN

WHA (AM)
University of Wisconsin
Madison
Wisconsin State
Radio Council Network
WHA (FM) Madison
WHKW (FM) Chilton
WHWC (FM) Colfax
WHAD (FM) Delafield
WHLA (FM) West Salem
WHRM (FM) Rib Mountain
WLBL (AM) Auburndale

PUERTO RICO

WIPR (AM)
Oficina de Radioemision
Publica
San Juan

For information on these programs and broadcast schedules . . .

WRITE:

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119 Gregory Hall
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Urbana, Illinois

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
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